

LICENSE®

THE LICENSING INDUSTRY'S THOUGHT LEADER
LICENSEMAG.COM GLOBAL

October 12, 2016 | Day 2

brand
licensing
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UBM, LIMA and Alifish Join Forces in China

UBM, LIMA and Alifish, the licensing and entertainment business unit of Chinese e-commerce giant Alibaba, have joined forces to strengthen the Chinese licensing industry.

At the same time, UBM, organizers of Licensing Expo and Brand Licensing Europe, also announced plans to launch a new licensing trade show in China next July.

UBM, LIMA and Alifish will work together to support the development of China's brand licensing industry through online training, live events and educational programs.

"China's licensing industry is the fastest growing licensing market in the world," says Jessica Blue, SVP, licensing, UBM. "We are excited to collaborate with LIMA and Alifish to



facilitate business connections between licensors, agents, licensees and retailers in China."

The inaugural Licensing Expo China will take place July 18-20, 2017, in Shanghai. The show will be co-located with CBME China, the world's largest trade fair for baby products and services, and Cool Kids Fashion Shanghai, China's premiere trade fair for kids' fashion.

Breaking News

Sanrio Partners with BBC

Sanrio and BBC Worldwide have joined forces to feature "Doctor Who" characters in the illustrative style of Roger Hargreaves, creator of the Mr. Men and Little Miss brand, in a series of new storybooks. Penguin Young Readers Group will serve as the master publisher.

See the full story on PG 8

TLC Celebrates 20 Years

Read more on PG 38

Nick Adds Food Licensees

Read more on PG 8

Harry Potter Shop Flies into Heathrow

Read more on PG 40

TODAY'S EVENTS

- Licensing Academy: Kids' Licensing in 2016 with The NPD Group 10:30 a.m.
- Ten Rules of Successful Sports Licensing with IMG at the Brands & Lifestyle Theatre 3:30 p.m.

For today's full Licensing Academy schedule, turn to page 34.

Sports Leaders Talk International Licensing

Top executives from FIFA, the Rugby Football Union and the National Basketball Association discussed current trends in international sports licensing in the Licensing Academy Keynote session Tuesday, moderated by *License Global's* Tony Lisanti.

Vandana Balachandar, vice president of

global merchandising, EMEA for the NBA, Andreas Pletl, consumer retail manager, Asia Pacific for FIFA, and Andy Ward, head of merchandising for RFU, discussed the various ways in which they are using licensing to bring their brands to the world.

All three organizations pointed to lifestyle apparel and digital as the biggest areas of opportunity. While apparel has always been a big category for sports teams, the brands are looking to "extend away from the traditional replica kit," said Ward.

Balachandar said that the NBA was also moving heavily into the space of branded attractions as a way to bring the sport of basketball to fans worldwide.



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Daniel Levin and Michael Catalano of Prominent Brand + Talent with David Hasselhoff and Ulf Vespermann of Celebrities Entertainment



David Hodgson of Pesky and Trevor Clarke of SEGA





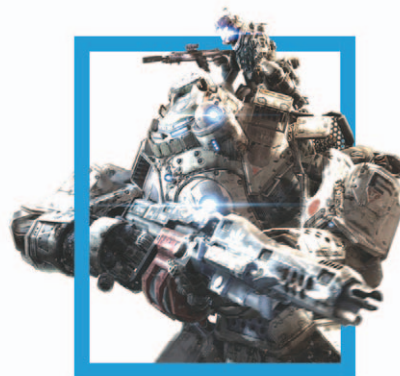
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Johanne Broadfield, Cartoon Network Enterprises for Turner EMEA



Trudi Hayward, ITV Studios Global Entertainment



Anne Buky, Imperial War Museums with Martin Grix, The Monster Factory



Damien Chaix and Zac Scuffham, J!nx

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NODDY



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Sanrio Partners with BBC Worldwide

Sanrio and BBC Worldwide have joined forces to feature “Doctor Who” characters in the storytelling and illustrative style of Roger Hargreaves, creator of the Mr. Men and Little Miss brand, in a series of new storybooks.

Penguin Young Readers Group, a division of Penguin Random House, will serve as the master publisher for the series.

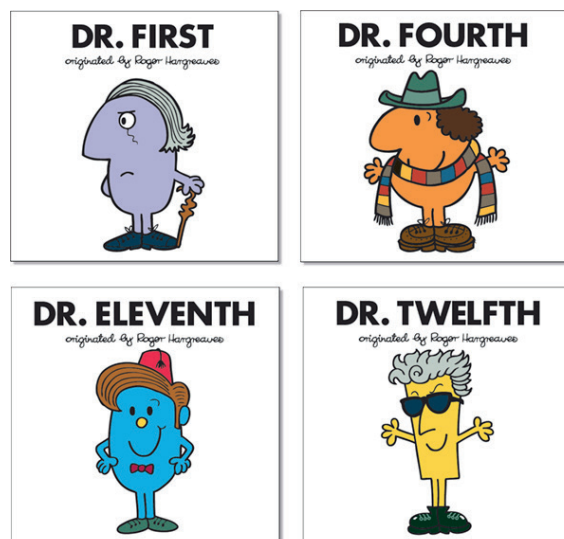
The new stories, written and illustrated by Roger’s son, Adam Hargreaves, will combine the multiple iterations of “Doctor Who” through the ages with the design and humor of Roger’s original designs.

“We are thrilled to be teaming up with Sanrio on this fantastic project and think that fans will love these creative incarnations of the Doctor reimagined in the Hargreaves style,” says Jan Paterson, head, book and audio publishing,

BBC Worldwide U.K. “We’re always looking for innovative ways to engage our fans, so this is the perfect partnership for us.”

The first four books in the new series will feature the first, fourth, 11th and 12th Doctors and are slated to hit shelves in spring 2017.

“There is a wealth of unofficial, fan-created content online,” says Alastair McHarrie, licensing director, Sanrio. “We wanted to give something back to these supporters, so we’ve created the first official Hargreaves mash-up. Who better to partner with than another classic British property, ‘Doctor Who?’ We couldn’t be more excited.”



Nick Snacks with Food and Drink Licensees

Nickelodeon and Viacom Consumer Products has partnered with a raft of licensees to develop branded food and drink products across the EMEA region and Asia for Nickelodeon’s host of properties. First, NVCP has secured a multi-territory deal with Dairy4Fun for a branded range of yogurts, milk-snacks and desserts that will feature “SpongeBob SquarePants,” “Teenage Mutant Ninja Turtles,” “Paw Patrol” and “Blaze and the Monster Machines.”

The new products will launch at high-street supermarkets across Austria, Belgium, Bulgaria, Croatia, Czech Republic, Estonia, Germany, Hungary, Latvia, Lithuania,

the Netherlands, Poland, Romania, Slovak Republic, Slovenia and Spain.

Vitapress has launched its first range of “Paw Patrol”-branded fizzy juice drinks. The products are now available in the U.K., Hungary, Czech Republic, Romania and Slovakia.

Meanwhile, Ustronianska has released a range of “SpongeBob SquarePants” Grapcio fruit smoothies in Poland.

Next, NVCP has expanded its partnership with Ideafruit to distribute a “SpongeBob”-branded range of apples across Malaysia and Singapore. The range will also complement the existing range of fresh product in South Africa, Angola, Botswana, Democratic Republic of the Congo, Ghana, Kenya, Lesotho, Madagascar, Malawi, Mozambique, Mauritius, Namibia, Nigeria, Swaziland, Tanzania, Zambia and Zimbabwe.

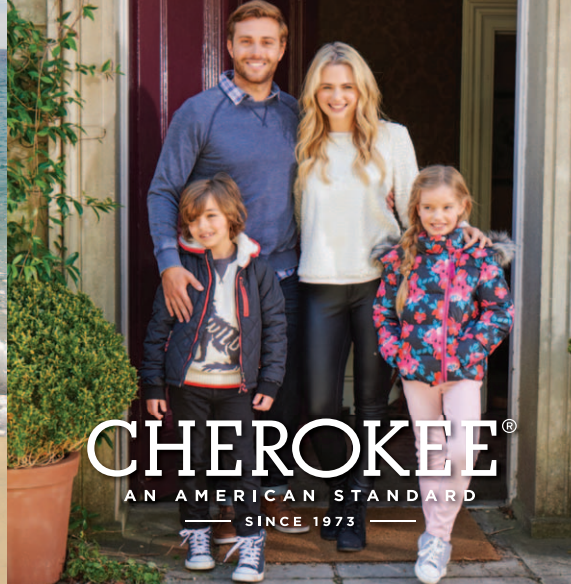
Roter has released a range of “Dora the Explorer” chewable vitamin tablets across a host of drugstores and supermarkets.

Finally, Delicia has released an assortment

of chocolate sprinkles featuring “Dora the Explorer,” “Teenage Mutant Ninja Turtles” and “Paw Patrol” across Belgium and the Netherlands.

“Nickelodeon is committed to encouraging kids to eat right and make healthy food choices,” says Mark Kingston, general manager and senior vice president, consumer products EMEA, international promotions and consumer packaged goods, NVCP. “With the help of ‘SpongeBob,’ ‘Dora,’ the ‘Turtles’ and ‘Paw Patrol’ we can help make less favorable choices, including fresh fruit and vegetables, juice drinks and chewable vitamin C tablets, more kid-friendly and fun!”





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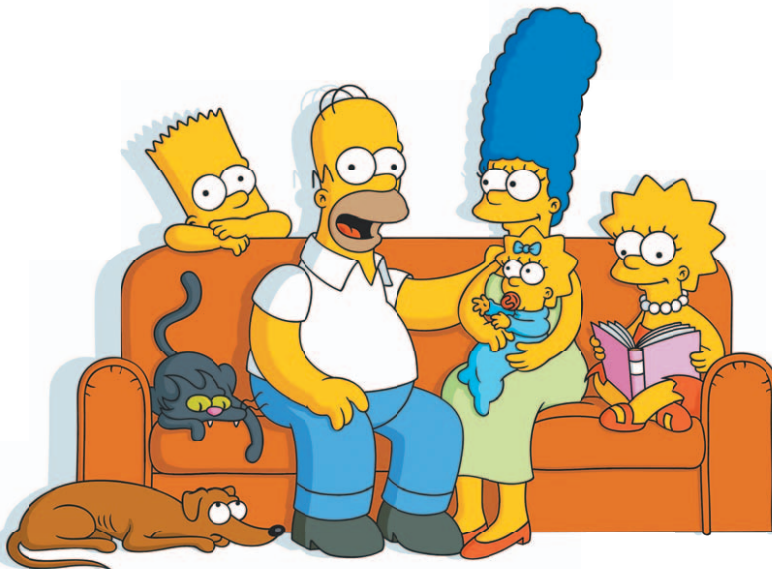
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'The Simpsons' Gets Millennial Makeover



Fox Consumer Products is collaborating with fashion brands and retailers in Europe to bring "The Simpsons" to younger audiences, the Millennials who grew up watching the classic television series. The new products, which are geared toward both males and females, will be available across multiple retail tiers and categories, from high-end to the high street.

Luxury French cashmere brand Lucien-Pellat-Finet is developing a collection of hoodies and sweatshirts for adults and children, as well as decorative cushions, all of which are set to hit Lucien-Pellat-Finet stores and shops in France in December, as well as department and concept stores worldwide such as Barney's New York and Isetan Japan.

Berlin label Saint Noir is bringing its signature classic-meets-edgy style to a collection including t-shirts, sweatshirts, jackets, caps and mobile cases that is launching in spring/summer 2017 at retailer Colette in Paris, Ludwig Beck in Munich, Germany, and Jemoli in Zurich, Switzerland.

French brand Sweet Pants

is creating a casual loungewear line for adults and kids featuring swimwear and denim that is scheduled to arrive in Sweet Pants stores and other fashion retailers worldwide next spring/summer.

Urban Outfitters is introducing a new t-shirt line for young adults that features subtle references from the show; while flip-flop company Havaianas will debut the first "The Simpsons"-branded footwear for the EMEA region next spring.

Following its Krusty the Clown collection, Skinnydip is launching its "Simpsons" Undressed collection that includes phone cases, backpacks and travel accessories aimed at young females at an event in London this month. The products will be available in Skinnydip stores, as well as other retailers including Selfridges, Urban Outfitters and Topshop. French essentials retailer Undiz is also getting in on the Krusty the Clown popularity with its third product line for teen girls.

Finally, Fox's direct-to-retail partnership with LLP is expanding its offerings from licensee Reserved Kids to now include "The Simpsons"-branded accessories, footwear and bags.

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'Peppa Pig'

Dances for Charity

Entertainment One has announced a new U.K. initiative for "Peppa Pig" with its longstanding charity partner Tommy's and nationwide preschool ballet class franchise Babyballet. The partners are teaming up to stage a "Peppa Pig"-themed danceathon to run across Babyballet's 71 locations in the U.K., Oct. 17-22.

As part of the program, children ages 6 months to 6 years old will be sponsored to complete the danceathon challenge at their regular Babyballet class. The themed dance lesson takes participants on an imaginary journey with Peppa and George Pig from their classroom to being princes and princesses at Buckingham Palace, where they dance in front of the Queen.

Families across the U.K. are also able to host their very own danceathon at home with a branded activity pack from eOne, Tommy's and Babyballet. The activities include "Peppa Pig"-themed recipes, crown-making craft workshops and personalized invitations available to those fundraising at home. To drive fundraising totals, children also have the chance to win "Peppa Pig" prizes provided by eOne based on how much they raise, including a certificate to commemorate the event, an

exclusive activity book and a goody bag.

"Preschoolers have a universal enjoyment of dance and movement so we're delighted that 'Peppa Pig' is partnering with Tommy's and Babyballet on an initiative that encourages young children to enjoy the physical and social benefits of dance. It's a perfect fit for the brand, and we're pleased that the partnership will help fund such a powerful cause," says Rebecca Harvey, head of global marketing, eOne.

Star of stage and screen Amanda Holden is also lending her support to the initiative by kicking off the campaign with media appearances and promotions via her social media channels to encourage families to sign up.

The danceathon initiative aims to raise money for Tommy's vital research into stillbirth, premature birth and miscarriage. Tommy's funds four research centers in the U.K. that investigate causes and find treatments for these issues, and also provides advice and support for all parents-to-be to help them have a healthy pregnancy and baby. Together, Tommy's and eOne have raised more than £2.7 million through fundraising partnerships fronted by "Peppa Pig" since 2006.



More Play for Classic Thunderbirds Board Game

ITV Studios Global Entertainment is teaming with Modiphius Entertainment and game designer Matt Leacock to expand the Classic Thunderbirds property.

Initially launched to celebrate the brand's recent 50th anniversary, the game is now stocked in a variety of U.K. online and high-street retailers including Amazon, Forbidden Planet, Waterstones and independent toy stores. Now ITVS GE and Modiphius are extending their partnership to bring additional gameplay for Classic Thunderbirds with the launch of two expansion packs for the board game.

"Modiphius and Matt Leacock have effectively harnessed the enduring heritage of Thunderbirds to give families a unique opportunity to come together and immerse themselves in the world of Gerry and Sylvia Anderson's classic TV show. These new expansion packs add a brand new depth to the game and we're confident they will delight players of all ages," says Trudi Hayward, senior vice president and head of global merchandise, ITVS GE.

"The expansions will introduce lots of variety and real challenges for players who've already mastered the basic game, but my favorite part is that these expansions include a full set of plastic POD vehicles and disaster models like Fireflash and the RoadBuilder," adds Christopher Birch, publishing director, Modiphius.

In the first of the expansion packs, "Thunderbirds: Above & Beyond," players must develop the skills and teamwork of International Rescue to thwart The Hood's schemes. While the second expansion, "Thunderbirds: The Hood," adds more players to the game.

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INSPIRING THE WONDER OF CHILDHOOD

Living by Christiane Lemieux to Debut Fall Homeware Collection at House of Fraser

Living by Christiane Lemieux is a global home and lifestyle brand with an online business and in-store placement at U.K. department store House of Fraser.

Living by Christiane Lemieux is in its fourth year and is one of the most successful brands within the House of Fraser Group, says TLC, licensing agent for the brand.

The homewares collection takes inspiration from nature, art deco and mid-century style, and creates an eclectic mix of exclusive modern designs with shapes inspired by the 20th century style revolution, this is one for the truly individual. The collection mixes floral and geometric prints with a warm palette of burnt orange, chartreuse and royal blue, with splashes of gold detailing.

“My Living by Christiane Lemieux line at the House of Fraser is really the perfect blend of design and fashion,” says Lemieux. “We have created a range of products that adds trend and a touch of glamour to any interior. Some of my favorite pieces include the Heron dining range and our beautiful must-have staple George sofa. I am so excited about this range and everything we are building on collection after collection.”



‘Super Wings’ Readies for Takeoff in Germany

German media company m4e is taking on the licensing and merchandising for the animated preschool series “Super Wings” from South Korea’s FunnyFlux, EBS and CJE&M, U.S.-based Little Airplane Productions, China’s Qianqi Animation and co-production partner KiKA. m4e is representing the brand in all categories except broadcasting and home entertainment within the German-speaking territories.

The “Super Wings” toy line, which is distributed worldwide by Alpha Toys, is launching in Germany, Austria and Switzerland midway through next year. The leading German kids’ channel KiKA is planning to broadcast the series in a primetime slot in early 2017.

Sophie la girafe Shines With Sunglasses

Sophie la girafe is celebrating its 55th anniversary as well as five years of licensing this year, and the baby brand is marking these milestones with new deals.

Deliso, owner of the Sophie brand, along with Les Folies, the distributor of Sophie la girafe products in Australia, have teamed up with sunglass-maker Eye Tribe for a line of infant sunglasses in the territory. The glasses come in four different styles and feature fun and whimsical patterns, including a giraffe print.

Deliso is also working with Calisson to launch a full set of Sophie la girafe party supplies in the U.S.

These partners join the Sophie la girafe licensee roster, which is planning new goods this year including bed linens, music boxes, night lights, gift sets and layettes. Deliso is seeking additional partners for baby bed linen, jewelry, accessories, luggage and stationery for parents.



Sakar Rocks Out with Kids’ Karaoke, Headphones

Sakar International is getting the party started this holiday season with its lines of licensed kids’ karaoke machines and kid-safe headphones.

The deluxe CD+G karaoke machines feature a variety of brands including Disney’s *Frozen*, “Descendants,” Disney Princesses, My Little Pony, Shopkins, Hello Kitty, “DC Superhero Girls” and, making its international debut, DreamWorks’ *Trolls*. Compatible with all portable music players and devices, children can watch the words come to life with a built-in viewing screen and an easy-to-read LED display. Each machine also comes with a CD+G showcasing two bonus chart-topping hits.

Sakar’s machines are available at retailers such as Walmart.com, Toys ‘R’ Us and Amazon.

Designed specifically for children, Sakar’s kid-safe headphones also feature a lineup of top brands including Batman, Superman, My Little Pony, Shopkins, Hello Kitty, “Teenage Mutant Ninja Turtles,” “DC Superhero Girls” and Beat Bugs. The headphones boast volume-limited technology, an adjustable head strap, portability and cushioned, over-the-ear cups and are compatible with all devices. The products are at retailers including Toys ‘R’ Us, Walmart, Amazon and Kohl’s this fall.





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Planeta Junior Presents Kids' Programming

European children's entertainment company Planeta Junior is bringing four of its properties to Brand Licensing Europe—"Mutant Busters," "Miraculous, Tales of Ladybug & Cat Noir," "Noddy, Toyland Detective" and "Dinotrux."

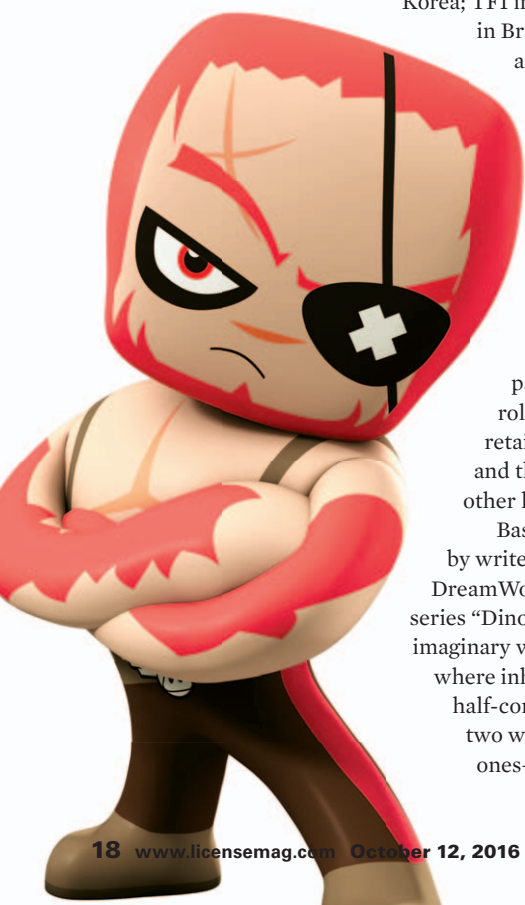


Produced by Planeta Junior, Famosa and Kotoc in collaboration with Neox Kidz and based on the original toys of the same name, "Mutant Busters" recently premiered in Spain and France, and a second season is currently in production. The show, which chronicles life on Earth after it has been invaded by stinky mutants, includes digital elements in the form of apps and augmented reality aimed at children, ages 6 to 8. The last three minutes of each episode is also a vlog that can be broadcast independently as a webisode on digital platforms and TV.

DreamWorks Animation's "Noddy, Detective in Toyland," which is aimed at young children, ages 2 to 6, gives the classic character Noddy a new look and role as Toyland's youngest detective who must help solve the mysteries of the world. Spin Master is on board as master toy partner.

The 3D, CGI-animated comedy series "Miraculous, Tales of Ladybug & Cat Noir," which chronicles the adventures of a girl who turns into a superheroine, is currently on-air in more than 120 markets including Nickelodeon in the U.S.; Disney Channel in Europe, Latin America and Korea; TF1 in France; EBS in Korea; Gloop in Brazil; and ABC in Australia. Italy and the U.K. are set to follow in early 2017. Produced by ZAG and Method Animation, the show is also getting two more seasons, produced in collaboration with Disney Channel in Europe and French broadcaster TF1. Bandai, who is continuing as global master toy partner for "Miraculous," began rolling out products in August to retailers in the U.S., France, Spain and the U.K., and more than 60 other licensees are also on board.

Based on the children's books by writer and illustrator Chris Gall, DreamWorks Animation's original series "Dinotrux" transports kids to the imaginary world of the Mechazoic Age where inhabitants are half-dinosaurs, half-construction vehicles, combining two worlds that fascinate little ones—dinosaurs and vehicles.



Bravado Believes in 'Purpose' Merchandise



Forever 21 have teamed on an exclusive eight-piece capsule collection for Bieber's "Purpose" world tour. The collection debuted on Forever21.com and in stores in late August.

The collection

includes oversize sleeveless t-shirts and short-sleeve t-shirts carrying images of Bieber, and a long-sleeve Justin Forever t-shirt, plus hoodies and sweatpants. Pieces in the assortment retail for between \$17.90 and \$34.90.

Bravado has also launched Bieber programs in Claire's and Primark, and is actively looking for new partners across a number of categories such as publishing, nightwear, bedding, jewelry, fashion accessories and dress up, as well as additional retail opportunities.

Justin Bieber's latest album "Purpose" has been a runaway hit. "Purpose" debuted at No. 1 in more than 100 countries and has sold more than 8 million copies to-date, says licensing and merchandising company for the artist, Bravado. The album has also broken streaming records in the U.S. with three consecutive No. 1 singles: "What Do You Mean," "Sorry" and "Love Yourself."

"What Do You Mean" was No. 1 in 27 countries and "Purpose" broke the global streaming record for an album for most streams in a week with more than 205 million plays. Bieber became the first artist to hold the No. 1, 2 and 3 spots in the U.K. single charts.

The "Purpose" 155-city tour spans five continents and arrives in London this month with six sold-out shows in London at the O2.

With a record 77 million Facebook fans, 87 million Twitter followers and 11-plus billion YouTube views, the success of the album proves that there's a strong market for Bieber merchandise, says Bravado.

Bravado and fast fashion retailer



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Nelvana Adds to Shopkins Program

Nelvana, international producer and distributor of children's animated and live-action content, is extending the Shopkins brand with a number of global consumer products partnerships.

They include:

- A QSR promotion featuring a Shopkins premium in McDonald's Happy Meals in France and Monaco in 2017.
- An extensive collection of toiletries and personal care products such as toothbrushes, toothpaste, bubble bath and lip gloss for France, French-speaking Belgium and French-speaking Switzerland from Corsair Toiletries.
- A line of apparel including t-shirts, underwear, swimwear, pajamas, headwear and more for consumers in France and Monaco from Sahinler.
- A wide selection of jewelry and hair accessories as well as swimwear, underwear, sleepwear, and cold-weather accessories such as hats and gloves by Primark Products for Belgium, the Netherlands and Luxembourg all from The Cookie Company.
- A line of puzzles in France, Italy and Spain from Ravensburger.
- An assortment of housewares products, including melamine items offered throughout Europe from Trudeau.
- A collection of confectionery treats for consumers in France, Eastern Europe and Scandinavia from Bonbon Buddies.

Toei Readies for 'Dragon Ball Super' Debut

Toei Animation Europe has secured several broadcast and licensing deals for "Dragon Ball Super," the follow-up series to the global anime phenomenon that first aired 30 years ago.

Beginning this fall, "Dragon Ball Super" will air in France on Turner's new kids' network, Toonami; in Italy on Italia 1 and Italia 2; in Spain on Boing; in English-speaking Africa on Cartoon Network; in Portugal on SIC; and in Israel on Nickelodeon.

Meanwhile, Viz Media Europe's French publishing company, Kazé, has created a collection of exclusive school diaries and calendars that launched in September to coincide with the series' debut. Bandai is also on board for a comprehensive "Dragon Ball" toy line which is slated to hit European retail by next Christmas.

In addition to "Dragon Ball Super," Toei Animation is also topping off its 60th

anniversary year with announcements for its other properties. The classic animated series "Captain Future," which debuted in Germany, France and Italy during the 1980s, is being re-introduced; One Piece's latest feature film, *One Piece Gold*, is premiering in theaters this fall in Germany (Viz Media Switzerland), Italy (Koch Media), France (Viz Media Europe) and Spain (SelectaVisión); and the third season of the series "Sailor Moon Crystal" is now available.

"We are excited to celebrate these dual anniversaries throughout the world by continuing our long commitment to fans and professional partners," says Ryuji Kochi, president, Toei Animation Europe. "The influence of Dragon Ball and our other beloved properties reached an entire generation of viewers, who are now not only responsible for continuing Toei's global evolution, but for inspiring new followers every day."



Studio 100 Celebrates 20 Years with 'Arthur and the Minimoys' Debut

Studio 100 is celebrating its 20th birthday this year with the launch of new license "Arthur and the Minimoys" and growth of its "Maya the Bee" property.

Based on the children's fantasy novels and movie trilogy directed by Luc Besson, "Arthur and the Minimoys" follows the adventures of 10-year-old Arthur in his newly discovered world of the Minimoys. The CGI action series, which is co-produced by EuropaCorp Television and is currently in development, is aimed at children ages 5 through 12 and is slated to hit the

air in 2018 with 26 episodes. Studio 100 is exploring partnerships across all key categories.

Studio 100 is also pushing "Maya the Bee" as it celebrates the brand's 40th birthday this year and gears up for season two of the TV series and the second *Maya the Bee* movie. Season two of the television series features 52x13 episodes with new stories, characters and landscapes, and is scheduled to air in 2017 on major preschool networks. The film is in pre-production and is expected to be released worldwide in 2018.



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1 According to the NPD Group, GFK Chart-Track and Activision Blizzard internal estimates, including toys and accessories. 2 According to the NPD Group, GFK Chart-Track and Activision Blizzard internal estimates, including in-game content sales. 3 NPD franchise sales based on physical unit sales. 4 Based on Bungie internal estimates.

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'Looney Tunes' Continues Catwalk Strut with New Fashion Deals

Warner Bros. Consumer Products' 'Looney Tunes' is continuing to make in-roads into the world of fashion as a raft of new collections designed by international design houses and fresh retail partnerships roll out.

Fashion retailers across Europe such as Primark, H&M, Zara, Mango, Codello and Oviessie are expanding their "Looney Tunes" collaborations and now have "Looney Tunes" apparel collections across a wide variety of garments for men, women and children.

Zara will be expanding its retail collection for kids to adults and has just launched its first women's fashion range with a line of premium denim items that has expanded to also

include Tweety- and Porky Pig-inspired bags, as well as Wile E. Coyote sneakers.

"Looney Tunes" apparel items can also now be found in 1,700 Mango stores, with further growth planned for 2017.

Iceberg has been a long-term partner for "Looney Tunes" and its fall/winter collection for men and women includes knitwear and t-shirts featuring characters Marvin the Martian, Sylvester and Daffy Duck.

Elsewhere, Paul & Joe have taken a trendsetting approach to "Looney Tunes" graphics with Sylvester and Tweety character art and designs currently being seen embroidered, patched and as repeat print on dresses, skirts, shirts, denim and sweats.

Pull & Bear have fashion t-shirts for men and women; and Sugarbird has unveiled a large print range of dresses and trouser suits for women.

"The 'Looney Tunes' characters are iconic and instantly recognized by consumers of all ages. It's this level of recognition and passion for these characters, their personalities and what they represent, that enables us to impact a cross-generational appeal. Our fashion partners know and love these characters and want to capture the essence and value that they bring to their collections and designs," says Julian Moon, senior vice president, Warner Bros. Consumer Products EMEA.

Dependable Solutions Announces Third European Licensing Automation Summit

Dependable Solutions, Inc., a technology firm providing software applications that automate contract management, financial, royalty and creative operations through web-based solutions for licensors, agents and licensees, has announced its European Licensing Automation Summit.

The third annual event takes place on Nov. 15 at the London's Museum of Brands and will offer clients the opportunity to network with other system users and licensing industry experts, and discuss industry topics, with sessions such as Best Practices in Contract Management, Creative Approaches to Contract Renewals and

Faster Revenue from Faster Financials.

The Museum of Brands provides a perfect backdrop for the event with more than 12,000 items on display from the unique Robert Opie Collection. Guests can explore firsthand how well-known brands have evolved implementing the creative use of packaging and advertising, and how the industry and consumers have evolved over time.



Discovery Dominates Outdoor Lifestyle

Discovery Consumer Products, the global licensing arm of Discovery Communications, is focusing on several of its brands at Brand Licensing Europe.

Discovery Adventures is inspired by the attire of the production crews who work on Discovery's shows. Many licensees are already on board worldwide including Craghoppers for outdoor apparel and accessories such as jackets, t-shirts and trousers in the U.K. and other European territories; Summit for a variety of camping products in the U.K.; Ninja Corporation for outdoor kids' and adult tents in the U.K., Europe, Middle East and Africa; M5 for camping products in South Africa; Semiline for luggage and travel accessories within Biedronka retail stores in Poland; Barcomm for consumer electronics in Israel; and TCC for luggage and travel accessories for in-store rewards for shoppers during loyalty marketing campaigns. The products are beginning to roll out this fall with more to follow in 2017.

The brand is also coming to life in the Discovery Adventures Park, which opened this year in Moganshan, China.

Meanwhile, DCP and Emaar Entertainment are teaming up for the Discovery Channel Store, located within the

Dubai Aquarium and Underwater Zoo. The new project integrates digital technology, responsible merchandise and marine life. A "Discovery Channel Shark Week" exhibit is now on display at the aquarium.

Lastly, DMAX brand, DCP's German licensing program, is bringing new products to the outdoor lifestyle and equipment market. Licensee Klaus Herding is developing home textiles, bed linens, blankets, cushions, towels, duvet covers, bathrobes, oven mittens, potholders, kitchen aprons, grill aprons and carpets to hit stores and online retailers later this year. Simba Dicki, DMAX's exclusive remote control vehicle partner, is producing toy products including remote control vehicles, boats, airplanes and submarines, with five new model vehicles launching this holiday season.



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- Number 1 in Nintendo 3DS video games***: *Pokémon X and Pokémon Y*
- 19th season of TV animation now airing: *Pokémon the Series: XYZ*

*Free app charts, Google Play and App Store (June 27, 2016)

**NPD Euro Toy & Game report (July 2016)

***Nintendo.co.jp: biggest-selling games for Nintendo 3DS

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Beanstalk Reps Laurel & Hardy

Beanstalk has announced its worldwide representation of the legendary comedy duo Laurel & Hardy. The company's icon representation service, led by Martin Cribbs, vice president of brand management at Beanstalk, is partnering directly with Larry Harmon Pictures and is now seeking select opportunities for advertising and promotions.

Having made more than 100 films together, Laurel & Hardy are universally loved and recognized all over the world, consistently ranking among the favorite comedians of all time. For decades, renowned brands have benefitted greatly by using the pair to represent concepts of team work, synergy and friendship, injected with the humor and zany antics that made them so beloved.

The Nut Job Goes Live, Gets Sequel

Global content creator Redrover has teamed up with global performing arts production company Monlove for "The Nut Job Live!" an original live entertainment experience.

Specializing in 3D, stereoscopic technology, Redrover has maintained a close partnership with the Canadian animation studio ToonBox Entertainment to produce various animated features and television series over the last eight years.

The animation studio's 2014 release, *The Nut Job*, had the biggest opening for an independent animated film of all time in the U.S., garnering more than \$25 million in its opening weekend, and has earned more than \$120.8 million worldwide at the box office, says Redrover.

Redrover followed with its second feature film, *Spark*, in April, and the sequel *The Nut Job 2*, distributed by Open Road Films, is set for release in the U.S. on May 19, 2017. *The Nut Job 2* will feature martial arts superstar Jackie Chan and returning cast members Will Arnett, Katherine Heigl and Maya Rudolph. Bobby Moynihan and Peter Stormare will also appear in a film that will see Surly Squirrel (Arnett) take on the evil mayor of Oakton.

A world tour is planned for the live show that will take "The Nut Job Live!" to more than 100 countries over a four-year period. DVDs, t-shirts, character plush and more will be sold on-site.

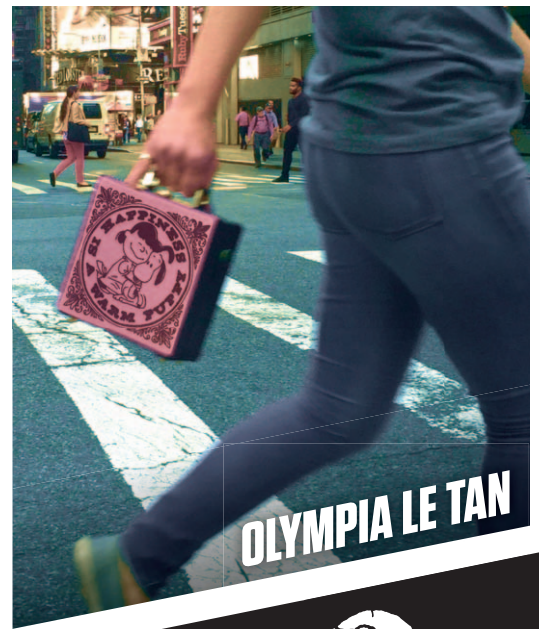
The Montréal-based

entertainment company Monlove, founded by Ella Louise Allaire and Martin Lord Ferguson, is steeped in stage production and music composition experience. The company has had a long-term relationship with Cirque du Soleil, and its client list has included Stage Entertainment, Twentieth Century Fox and APM Music Hollywood.

Monlove has also recently created a worldwide touring show using the characters of the hit Hollywood animated franchise *Ice Age* for "Ice Age Live! A Mammoth Adventure," a show with a four-year run and millions of tickets sold globally.

"The Nut Job Live!" will be led by Guy Caron, one of the founding members and the first director of Cirque du Soleil, and will launch a world tour coordinated by Barry Garber of Garber IMC. Garber has presented shows all over the globe for artists including Celine Dion, Josh Groban and Aerosmith.

"We are excited that *The Nut Job* will be coming out of the screen and into arenas to meet with fans all over the world," says a Redrover representative. "This is a bold new step for Redrover, and with 'The Nut Job Live!' being created together with the production team behind some of the greatest Cirque du Soleil productions, we feel that the quality and success of the show are already ensured. We believe Monlove will outdo even the already stellar performance of 'Ice Age Live!'"



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V&A Taps Master Paintmakers for Paint Line



The Victoria and Albert Museum is teaming up with British manufacturer Master Paintmakers for a classic paint collection for the home.

The license will enable production and distribution of a new color palette to reflect the culture and heritage of the British institution and will be sold globally under the V&A brand.

Master Paintmakers is working closely with the V&A to develop the line of 40 distinctive colors, using the finest pigments for a high-quality product to prevent fading and flaking. The color palette is

inspired by the architectural details and original decorative schemes in the V&A archives and on the view around the museum's South Kensington buildings.

"We are delighted to have found a well-established U.K. manufacturer, capable of producing paint of such exceptionally high quality. The product meets the exacting standards of the museum, such that it now features on the walls of some of the V&A's galleries. We hope this will prove to be a long and successful collaboration," says Lauren Sizeland, head of licensing and business development, V&A.

'YooHoo & Friends' Goes Beyond Plush

Animated content producer and distributor Mondo TV is securing a broadcast and licensing program for "YooHoo & Friends 3D," a new TV series based on the YooHoo & Friends line of plush toys made by Aurora World. More than 80 million plush toys have been sold since the worldwide launch of the line in 2007.

Many key European broadcasters are interested in "YooHoo & Friends 3D," says Mondo, which combines adventure, humor, lovable characters and a strong environmental theme in a 52x11 3D-animated series. The first episodes will make their debut next spring, with additional broadcast agreements to be finalized soon.

Mondo TV is close to locking in a number of key product licenses across publishing, collectibles, food and personal care, as well as a master toy partner. Aurora World will continue to manage the plush range, with a line based on the new look of the

series in development. In addition, Mondo is planning a promotional push that builds on the two European McDonald's Happy Meal promotions from 2013 and 2015.

"This new series has everything—great characters, interesting and diverse guest stars, adventure, humour and a message everyone can identify with. It's also beautifully designed and animated. 'YooHoo & Friends 3D' is a wonderful addition to Mondo and Aurora's powerful offering of high-quality children's entertainment," says Matteo Corradi, chief executive officer, Mondo TV.



FIFA Kicks Off 2018 Russian World Cup Program

FIFA Retail and Licensing is promoting the 2018 FIFA World Cup Russia brand and its worldwide retail and licensing program.

In 2018, the FIFA World Cup will be held in Russia for the first time, with 11 cities set to host matches that summer. FIFA has been gearing up for this tournament ever since the unveiling of the event logo in 2014, and will reveal the official mascot later this year.

FIFA's retail and licensing program is also underway with 2018 FIFA World Cup-branded products available through FIFA's online e-commerce store, which is operated along with licensee Sports Endeavors. Among the other licensees already on board and that have products on sale is The Federal State Unitary Enterprise Marka Publishing and Trading Center, who has developed a program that began in 2015 and will run until the beginning of the tournament. The program includes more than 120 types of products in the full collection such as postage stamps, souvenir sheets, artistic stamped envelopes and postcards, as well as various souvenir sets and booklets.

FIFA is planning to appoint a master licensee and onsite retailer operation in Russia due to the high demands of it being the host country, it says, but outside of Russia, FIFA will handle licensing in-house. They are creating individual campaigns for specific markets, focusing on countries such as North America, Latin America,



Europe, Asia-Pacific, Africa and the Middle East. These campaigns include forming partnerships with retailers, and supply and distribution agreements with licensees that are experts in the specific regions.

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Koko Rose Presents 'Flora of the Forest'

Koko Rose Media is presenting "Flora of the Forest," an animated preschool series that opens the world of natural science and exploration to all kids with naturally inquisitive powerhouse Flora at its helm.

Fans of Bindi Irwin and India Jones will love the imaginative adventures of 7-year-old budding scientist Flora, who lives with her mom in a treehouse in the forest.

Based on a concept by Jo Rose, "Flora of the Forest" is in development with Koko Rose Media (a Jo Rose/Lisa Hryniewicz Company), three-time Emmy-winning executive producer Karen Fowler ("Dot," "Sesame Street") and King Rollo ("Poppy Cat," "Winnie & Wilbur"). Think Tank Emporium in the U.S. and Canada; Empire Multimedia in Asia and Burda Brand Licensing in Germany manage the licensing rights.

Edutainment Reps Arty Mouse

Edutainment Licensing is joining forces with Top That Publishing to represent the *Arty Mouse* brand of activity books worldwide.

Arty Mouse is a small character who is big on creativity and introduces simple creative skills with his friends to help children, ages 3 to 6, express things they see in the world around them.

In these hands-on books, *Arty Mouse* introduces key early learning concepts through picture-making with copying, coloring, tracing, cutting and more.

With more than 600,000 units sold worldwide during 2015 across 40 countries, the *Arty Mouse* books are found in 60 retailers throughout the U.K. including Marks & Spencer, Waterstones, W.H. Smiths, J Sainsbury's and Foyles.

The books also support the U.K. National Curriculum, as well as the Common Core State Standards in the U.S. and ACARA learning in Australia. Additionally, they include notes for



parents and different learning outcomes for different ages.

Edutainment Licensing is presenting *Arty Mouse* at Brand Licensing Europe for opportunities across additional categories.

6

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Licensing Academy 2016

Licensing Academy 2016

OCTOBER 12

The Essentials of Licensing, Presented by LIMA

9:30–10 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Kids' Licensing in 2016: Fragmentation or Concentration

10:30–11:30 a.m.

Speaker: Frederique Tutt, global industry analyst, toys, The NPD Group

In this session, The NPD Group will provide insights on the latest trends in kids' licensing, with a focus on the European toy market, a focus on the U.K. kids' market across multiple categories and final thoughts on what to expect for the next 6 to 12 months.

Roundtables Facilitated by LIMA (New to BLE)

2:30–4:15 p.m.

The roundtables will be focused discussions on a wide range of topics. Each table of 10 to 12 participants will meet for 30 minutes, then switch. There will be enough time for visitors to participate in three discussions of their choice. Conversations are: **Ins and Outs of Celebrity Licensing**—Saphia Maxamed, head, entertainment division, Rights Management International; **Is Your Property Ready for Licensing**—Ian Downes, founder, Start Licensing; **Creating and Working with Style Guides**—Dave Collins, co-founder, PowerStation Studios; **Revitalizing Classic Brands**—Tim Collins, director, The Brand Director; and **How to Negotiate a Licensing Deal**—Trevor Jones, licensing director, Danilo Promotions.

More Sessions to Be Announced

OCTOBER 13

The Essentials of Licensing, Presented by LIMA

9:30–10 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Keynote II

11:30 a.m.–12:30 p.m.

Speaker: TBA

License This! Finale & Presentation 12:30–1:30 p.m.

The License This! competition will culminate on the last day of the show where the shortlisted concepts will be presented to a panel of judges and the winner will be announced. Kelvyn Gardner, managing director, LIMA U.K. will chair the panel. He will be joined by Tom Gunn, senior international brand director, Nickelodeon & Viacom Consumer Products; Jane Evans, director, JELC; Sam Ferguson, senior director, licensing and retail, Jazwares; Pat Reading, licensing director, UU Ltd; Max Lister, senior licensing manager, Natural History Museum; and Clare Piggot, director, licensing and merchandising, Larkshead Media.

Brands & Lifestyle

Theater 2016

OCTOBER 12

Managing a Successful Brand Licensing Program

1:30–2:30 p.m.

Chair: Richard Pink, managing director, Pink Key Consulting

Panelists: Julie McCleave, global licensing director,

Unilever; Elaine Ashton, director, licensing and publishing, Cath Kidston; Lauren Sizeland, head, business development and licensing, Victoria and Albert Museum; and Ian Joynson, associate vice president, brand development, Beanstalk. This session will look at successful long-term brand licensing programs and will cover the essential things that need to be done to ensure longevity. It will also highlight how to manage a brand program within a licensee portfolio that may also contain entertainment and other kinds of licenses.

Collaboration Generation: How Lifestyle Licensing Helps to Develop Remarkable Products

2:30–3:30 p.m.

Speakers: Gavin Brown, Crescendo Brands; and Paolo Lucci, Brand Jam

Licensed collaborations and co-branded activities have become a platform where lifestyle brands are able to develop remarkable products, reaching their consumers more frequently and organically. Some brands are "power users" of these techniques such as Moleskine, Coca-Cola, Nike, Vans and Dr. Martens. This session will highlight the best practice examples of what works and what doesn't.

Ten Rules of Successful Sports Licensing 3:30–4:30 p.m.

Speaker: Simon Gresswell, vice president, licensing, Europe, IMG

OCTOBER 13

Intro to Law in Licensing

10–10:30 a.m.

Speaker: John Burns, partner, Gateley

More Sessions to Be Announced

Evil Dead 2 Game Slays on Kickstarter

As the result of a Kickstarter campaign, the cult classic movie *Evil Dead 2* is now a board game. Within hours, the game reached its goal of \$70,000 on Kickstarter, reaching more than 1,000 percent of its goal with \$722,622 in total funding, says Creative Licensing Corp., licensing agency for the *Evil Dead 2* property.

"We've been producing *Evil Dead 2* comic books for the past two years that fans have loved. The board game was the obvious next step because it allowed us to extend the world of *Evil Dead 2* to a whole new audience. Furthermore, we were able to re-purpose much of the art from the comic books to fill the 200-

plus cards featured in the game," says Taylor Smith, creative manager, Space Goat.

Developed by Space Goat Productions, in partnership with Creative Licensing Corp. and Studiocanal, the tabletop game asks players to

work together to gather pages of the Ex-Mortis (Book of the Dead) while trying to survive demon attacks, supernatural events and avoid being turned into evil deadites themselves.

The tile and miniature game features custom miniature figures including the film's hero Ash Williams and art depicting the movie's monsters and locales.

The game also boasts numerous upgrade options including the ability for fans to receive an exclusive variant comic book cover from Space Goat's series *Evil Dead 2: Beyond Dead by Dawn*, and the ability for backers to have their own likeness included in the game.





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0+ Media	B32	DHX Brands	C30	Lil Critter Workshop - Giggle Garage	C105	Royal Armouries Museum	P71
20th Century Fox Consumer Products	E30	Discovery Consumer Products	C82	LIMA	R100	Run Smart	K70
24IP	F72	Dodreams Ltd	D117	LINE FRIENDS	E25	Saban Brands	E15
4K Media Inc	C35	Doodling Around and Veronica Dearly	J16a	Lionsgate Entertainment	E52	Sagoo	B86
Aardman Animations	F15	Dorna Sports	P21	Lisle International Licensing	A20	Sanrio GmbH	B35
Activision Publishing	B60	Dot Dash Studio	J7	Live Nation Merchandise	B52	Santoro Licensing	F14
Adidas - A.C Milan	P12	Dracco	D5	LMAH Distribution & Licensing	L37	Sarah Hurley Ltd	J17
Adidas - Real Madrid	P14	DreamWorks Animation	D60	LoCoco Licensing	E3	Science Museum Group	L15
AGMA	D117	DRI Licensing	F30	Lonely Dog	P61	Screening Agency	D117
Aiara Co. Ltd	E25	Dynit S.r.l	F66	Longboard	P51	SEGA	C40
Alchemy Licensing	R38	Edebe Licensing	B30	Ludorum	A105	Sinigaglia	G60
Alex Underdown Art	J6	Edis	F65	LuvLuvPig	F90	Smiley	E70
Allsorts Licensing	C84	Edutainment Licensing	G25	m4e AG	B15	Sony Interactive Entertainment Europe	D20
American Greeting Entertainment	E4	El Ocho Licencias y Promociones SL	B30	Manchester City FC	R18	Sony Pictures Consumer Products	A10
Animal Jam	E80	Entertainment One	C50	Manu	J1	Sophie La Girafe	B68
Animaru	J3	ETS	C80	Marcom Licensing SL	B30	Spain Licensing Pavilion	B30
Ardea - Wildlife Pets Environment	J23	Euro Lizenzen	G55	Marvel Press	N17	Spook Squad Production	J25
Arsenal Football Club	Q20	FADEL	L68	Mary Evans Picture Library	J20	Stanfords	L21
Art + Science International	A85	Fantawild Animation Inc	D100	Masha and the Bear	C70	Start Licensing Ltd	B66
Art Ask Agency	P50	Fashion UK	A50	Mattel Brands Consumer Products	E10	Studio 100	G15
Art Brand Studios	K20	FIFA	M25	Maui and Sons	Q12	Studio Canal	F38
Asiana Licensing Inc.	E25	Fluid World Limited	A55	Max Publishing	G65	SUNRIGHTS INC	D90
Assaf Frank Photography Licensing	J10	francetv distribution	F70	Maya Studio SL	B30	Tak Toon Enterprise	E25
Atlantyc	B22	FremantleMedia Kids and Family Entertainment	E55	Mediatoon Licensing	F20	Teddy's Inc	J12
Aurora World Corp	E25	Funtik Entertainment	B32	Melnitsa Animation Studios	B32	Tempting Brands AG	N15
Authentic Brands Group	G74	Gallimard Jeunesse	P20	Mercis bv	F30	Teo Jasmin	R16
Automobili Lamborghini SPA	P10	Gateley Plc	F76	Metrostar	B58	Tezuka Productions	A100
BanBao Hands	C94	Gici Toys	E103	MGL Licensing	J0	TF1	F45
BANDAI NAMCO Entertainment Europe S.A.S	E75	Gigglebug Entertainment Ltd	D117	MK Studio	E25	The British Library	K25
Barfoot + Duggan	J35	Gingerbread House	J13	Momot Global	E90	The Copyrights Group	F35
Bavaria Sonor	N12	Giochi Preziosi Group	F55	Monday2Friday	P52	The Ink Group A/S	C70
BBC Worldwide	E20	Global Icons	N100	Mondo TV	D70	The Ministry of Defence	N40
Beano Studios	B90	Global Merchandising Services Ltd	A45	Moomin	C60	The Natural History Museum	M69
Beantalk	Q100	Global Trademark Licensing	M12	MyMediaBox	B80	The Partnership	N10
Benesse Corporation	E100	Globetrade / beetosee	G35	Napa Arts & Licensing Agency	D117	The Shakespeare Birthplace Trust	K18
Biplano	B56	Glory Innovations Inc	G30	National Basketball Association (NBA)	Q15	The Sharpe Company Holdings INC	F86
BJA Design	B113	Gola	N30	National Museum of Royal Navy	L20	This Is Iris	J37
Blizzard Entertainment	D107	Golden Goose	M18	National Portrait Gallery	K30	Tinderbox	Q100
Blue Zoo Animation	C2	Grani & Partners	F55	NBCUniversal Brand Development	E45	TLC CAA-GBG	L100
Bonus Marketing Productions	F37	Grupo Sunfair SL	Q14	NECA	B25	Toei Animation	F58
Boxfish Entertainment	E25	Hasbro Brand Licensing & Publishing	D40	Nelvana Enterprises	E50	Tokidoki	B64
Brand Central / Krispy Kreme	K54	HCA	B34	Nickelodeon and Viacom Consumer Products	D10	Topps Europe	G57
Brandgenuity Europe	P60	Hong Kong Trade Development Council	A108	Nintendo of America	G76	Total Licensing	G27
Brands Media	F110	HoriPro Inc	C90	Nitro Circus	A20	Töttöröö Networks	D117
Brands with Influence	F12	Howard Robinson & Associates	J5	Octane 5	G40	Tour de France	L55
BRANDS&RIGHTS 360	B30	I.M.P.S	B50	ÖDroids	A70	TSBA Group	M15
Bravado International Group	B40	Iamerican LLC	J8	Oma Design	D117	TT & F, Licensing Company, Limited	F32
BRB Internacional SA	B30	IFLSscience	M20	On Entertainment	F45	Turner Cartoon Network	D50
Bulldog Licensing Limited	F2	Image Source	J14	ON Kids & Family	F45	Ubisoft	E40
Bulls Licensing	C62	Imperial War Museum	R10	One Target SA	B45	Univers Paloseco SL (KUKUXUMUSU)	B30
Capcom (CE Europe Ltd)	B115	Ink Group	C70	Otava Publishing Company Ltd	D117	Uprosa Ltd	J18a
Capsubeans	B105	Intellectual Property Office	F78	Pain in the Sass	J4	Vicki Thomas	J19
Carbon 12011 Licensing	L9	International Brand Management & Licensing	P100	Paper Rose	J2	Victoria & Albert Museum	K10
Caroline Mickler	A60	ITV Studios Global Entertainment	C20	Paramount Pictures	B72	Viz Media Europe	A25
Carte Blanche	D95	J Patton	M30	Paris Saint-Germain (PSG)	L55	Volkswagen	N20
Casterman	P20	JINX	Q10	Pea & Promoplast	A65	VOOZ	E25
Celebrities Entertainment	E2	JCB	F50	Penguin Random House	B47	VOOZ Co. LTD	F95
CENTA IP	D87	JELC	Q25	Perfetti Van Melle	M10	Walker Books	G20
Chelsea Football Club	L22	Kate Mawdsley	J21	PGS Entertainment	E104	Warner Bros Consumer Products	D30
Circus Image Works Co. Ltd	E25	Kazachok	F80	Pink Key Consulting	P22	Wearable Intelligent German GmbH	C86
CJ E&M Corporation	C90	Keen Advisory	F74	Planeta Junior	B15	Withit Studios	F22
Claire Louise	J9	Keksi Agency	D117	Pokémon	C45	WWE	E60
Consumer Product Connection SL	B30	KidsOut UK	P72	Posh Graffiti	J26	WWF UK	R35
Coolabi	E35	King	C87	PowerStation Studios	B92	Xilam	E105
Cooneen By Design	C100	King Features	E65	Pursuit NHA International	F84	Yellow House Art Licensing	J33
CPLG	C30	Kino - Mo	G70	Rachael Hale	B62	Young Toys Inc.	E25
Creative Licensing	F68	KOCCA (Korea Creative Content Agency)	E25	Radio Days	B20	Zag Toon	F45
Crush Creative	J5a	Koko Rose Media	J27	Rainbow	C10	Zepetto Co.	E25
Curtis Licensing	F10	Lemon Ribbon	J22	Raydar Media	B54	Zodiak Kids	F40
Danken Enterprises Co., Ltd	B110	Leoni S.P.A	F67	Redrover	E25	Zolan Company	L30
Danny Flynn Moon	J16	Licensing Expo China	D119	Rocket Licensing	F5		
Deepmere	J29	Licensing Management International	F85	ROI Visual	D85		
Dependable Solutions, Inc	L35	Licensing.Biz	F105	Rovio Entertainment Ltd	B10		

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TLC Celebrates 20 Years, Donates \$180K to Charity

TLC, part of CAA-Global Brands Group, hosted a celebration party at the Serpentine Gallery in London's Hyde Park Monday evening to celebrate 20 years in business.

The event was attended by more than 200 senior executives from the brand management and licensing world.

The event also marked the completion of TLC's six-month fundraising campaign for the international children's charity Railway Children. The campaign saw the agency's employees sky dive 15,000 feet in the Mojave Desert in California, walk the three highest mountain peaks in the U.K., cycle 2,000 kilometers in 24 hours and take part in triathlons, marathons, half marathons, movie nights, karaoke, charity dinners, cake bakes and sample sales.

As a result of these efforts, TLC was able to present a check for \$180,000, well over the agency's original \$50,000 goal, to Railway Children Monday. The donation will help the charity in its work to save thousands of children from a life on the streets.

TLC was founded in 1996 by Angela Farrugia and Melvin Thomas and has grown significantly throughout the years. In 2014, TLC was acquired by Global Brands Group and in July of this year Global Brands Group merged its brand management business with Creative Artists Agency, forming CAA-GBG Global Brand Management Group.

Today, CAA-GBG is responsible for \$11.8 billion in retail sales and represents brands such as Coca-Cola, Jeep, Mercedes-Benz and Hershey's.

"20 years is a true milestone," said Thomas and Farrugia. "Over this period we have been lucky enough to work with some of the best brands and people in the consumer products world. What we have built is unique and incredible and has helped craft the industry in which we work, but it would not have been possible, or so much fun, without the belief, support and hard work of everyone involved."



Angela Farrugia and Melvin Thomas (far left and far right, respectively), founders of TLC, along with Dow Famulak of Global Brands Group, present Terina Keene of the charity Railway Children with a check for \$180,000.



Melvin Thomas, co-founder, alongside Angela Farrugia, executive vice president and co-founder, TLC



Dow Famulak, president, COO and executive director of Global Brands Group (parent company of TLC) with License Global's Tony Lisanti



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LIMA Focuses on Retail at House of Commons

The International Licensing Industry Merchandisers' Association hosted an intimate networking event and seminar at London's House of Commons at the Palace of Westminster Monday, featuring top retail executives from Tesco, Sainsburys, Asda and more.

The event kicked off with a panel discussion titled "U.K. Retail and the Future of Licensing" featuring John Carolan of Sainsburys, Ruth Golightly of George at ASDA, Cindy Levitt of Hot Topic, licensing retail consultant Barbara Robinson and Rachel Wakley of Tesco, which was moderated by LIMA U.K.'s Kelvyn Gardner.

The panelists shared first-hand insights into the state of licensing from both an e-commerce and brick-and-mortar perspective, sharing tips on how to pitch new brands to retailers and how ensure success on shelf.

The panelists all agreed that the biggest

key to a successful retail pitch was having a good understanding of the retailer—who their customer is and what kinds of products and brands they already carry.

"If you're pitching a brand, research what that retailer already has," said Carolan. "Know what you're up against."

And while all the panelists expressed a concern with brands being over-licensed, they said the bottom line is, if you have a strong brand with a solid fan base, you will find retail placement.

"There's always space for something that sells well," said Carolan.



Harry Potter Shop Flies into Heathrow

Warner Bros. Consumer Products will debut a new permanent *Harry Potter* Shop in London's Heathrow Airport this November. The new store will be produced by Jonathan Sands, the chief executive of the *Harry Potter* Shop at Platform 9 3/4 King's Cross.

The 600-square-foot store will be located in Terminal Five and will carry a host of products including collectibles, apparel, accessories, gifts, novelties and souvenirs from Platform 9 3/4 at King's Cross Station and merchandise from the West End play "Harry Potter and the Cursed Child Parts One and Two."

Products from the upcoming film *Fantastic Beasts and Where to Find Them* will also be available.

"Drawing on the huge success of the Platform 9 3/4 King's Cross Station shop, we are delighted to be able to announce the *Harry Potter* Shop at Heathrow," says Paul Bufton, vice president, licensing and business development EMEA, WBCP. "This exciting shopping experience will offer fans a wide range of products from souvenirs to collectibles, along with exclusive Platform 9 3/4-inspired products to take on their journeys as they travel the world."

The *Harry Potter* Shop at Heathrow is slated to open in November before the release of *Fantastic Beasts and where to Find Them*, which hits theaters Nov. 18.

NBCU Appoints Execs for EMEA Expansion

NBCUniversal Brand Development has appointed Jonathan Baker to the position of vice president, EMEA, NBCU Consumer Products, and Hannah Mungo to country director, U.K. and Ireland, NBCU Consumer Products.

The appointments are part of the company's initiative to expand its international operations and move to direct management of its businesses in markets including the U.K., Ireland, France, Benelux, Germany, Italy and Iberia.

In his new position, Baker will lead the NBCU Consumer Products team and EMEA agents to drive new areas of growth within the region. Prior to joining, Baker served as head of international licensing

for DreamWorks Animation U.K.

Meanwhile, in her newly created role, Mungo will be responsible for the strategic direction and business development of NBCU's wide-reaching franchise portfolio as well as the management of licensees and retailers in the U.K. and Ireland. She previously worked as head of U.K. licensing at Entertainment One.





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Charlie Donaldson of Rocket Licensing, Debra Joester of The Joester Loria Group and Rob Wijeratna of Rocket Licensing with The Very Hungry Caterpillar



Teri Niadna, Andre Topkins and Antonia Predovan, Brandgenuity Europe



Sandra Vauthier-Cellier, Twentieth Century Fox with Bart and Homer



Characters from the Character Parade visit the Powerpuff Girls outside Olympia as they thwart Mojo Jojo's plans.



Christopher Drevet and Hans Bourlon Studio 100



Sharon Weisman of License Global/ Albert Milhado of Leomil

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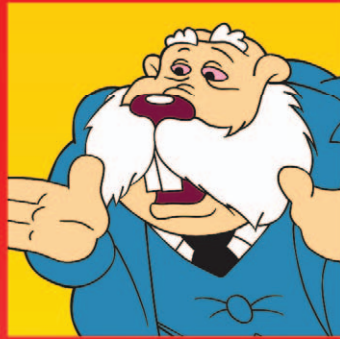
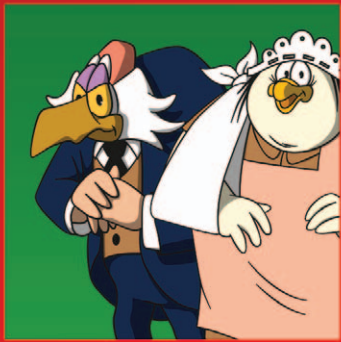
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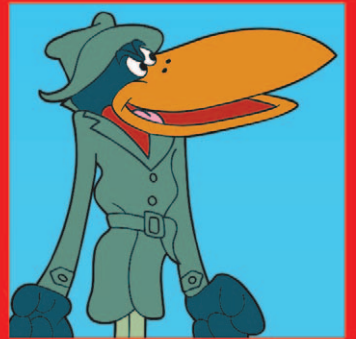
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